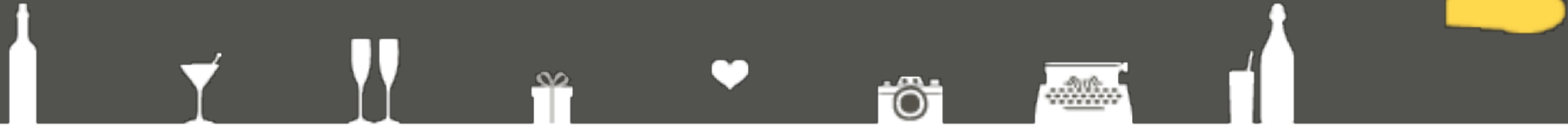


drybar®



Happiness Via Blowouts

Irene Yuan

Designing Happiness, Spring 2013, Professor Jennifer Aaker



Company Background

Drybar is a hair salon that only does blowouts. No cuts, no color.

The blowouts are only \$35.

The salon is designed around a “bar” concept: the hair styles are displayed in a “menu,” mimosas/champagne is complimentary, the hair products are named after drinks.

There are nearly 30 locations across 5 states.

Drybar was founded in Los Angeles.



The Looks a.k.a “Menu”

Straight Up

Our signature blowout.
Straight with a little bit of body.



Manhattan

Sleek and smooth.



The Cosmo

Lots of loose curls.



The Mai Tai

Messy, beachy hair.



Southern Comfort

Big hair, lots of volume.



The Products a.k.a. “Sauce”



“Hot Toddy”

“100 Proof”

“Happy Hour”

“Detox”

“Money Maker”



Drybar Palo Alto

(opened a few months ago)





Drybar Target Customers

The Regular

- Comes once or twice a week

The Treater

- Comes whenever she needs a treat (once or twice a month)

The Special Occasioner

- Comes only for special occasions (once or twice a year)



The Regular

Frequency:

Once or twice a week

Reason:

“Convenient”

“Efficient”

“Affordable”

Lasts a long time

Demographics:

Career woman

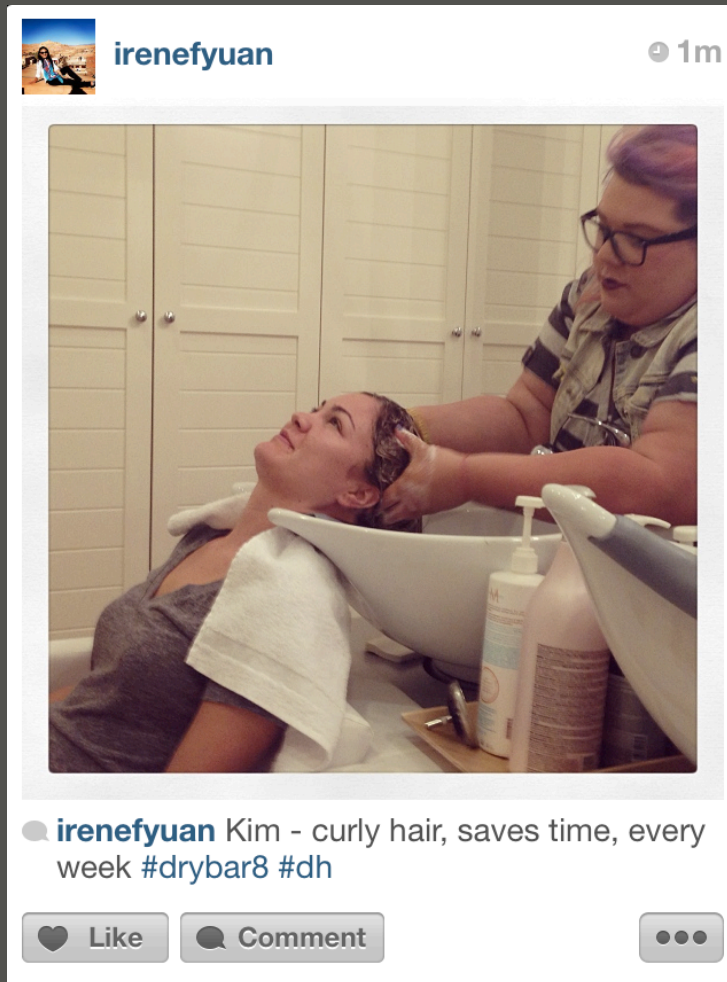
Ages 25-45

Lives in metropolitan area

Often has naturally curly hair



The Regular: Kim



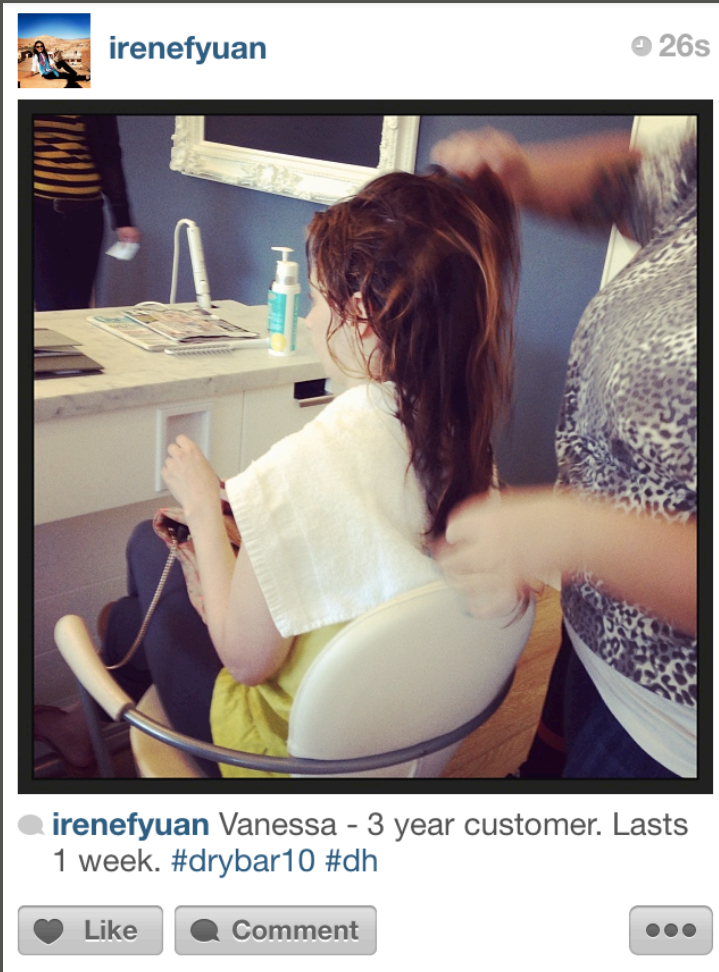
Kim comes once a week, because her hair is really curly (she is Middle Eastern) and it stays good for 3-4 days. She's also a nurse and really busy, so this saves her time.



The Regular: Vanessa

Vanessa has been coming to Drybar for 3 years (originally the one in West Hollywood). Her hair is really curly and each time she gets it blown out, it lasts up to a week.

She also said getting her hair done at Drybar helps in work environments because it makes her feel less concerned about her appearance and feel “more confident.”





The Treater

Frequency:

Once or twice a month

Reason:

“Relaxing”

“Needs a treat”

Affordable

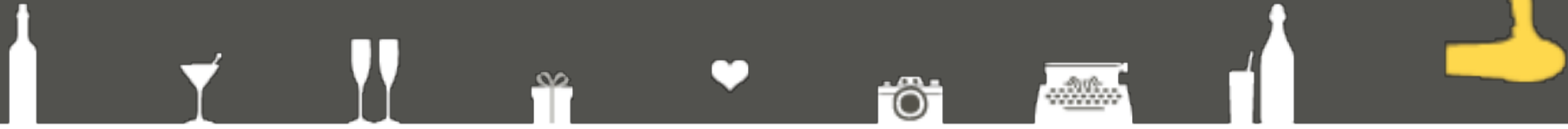
Demographics:

Career woman

Ages 25-45

Lives in metropolitan area

Escape



The Treater: Sanaa

Sanaa comes whenever she wants to feel special.

She finds the experience very relaxing (with her complimentary glass of champagne and plate of cookies) as well as affordable.





The Treater: Lana & Daughters

Lana comes sometimes on a Sunday to get her hair blown out for the week.

She also sometimes brings her daughters and makes it into a mother-daughter bonding session.





The Special Occasioner

Frequency:

Once or twice a year

Reason:

Occasions (prom, engagement photos)

Gets a deal via Groupon

Convenient

Special/unique

Demographics:

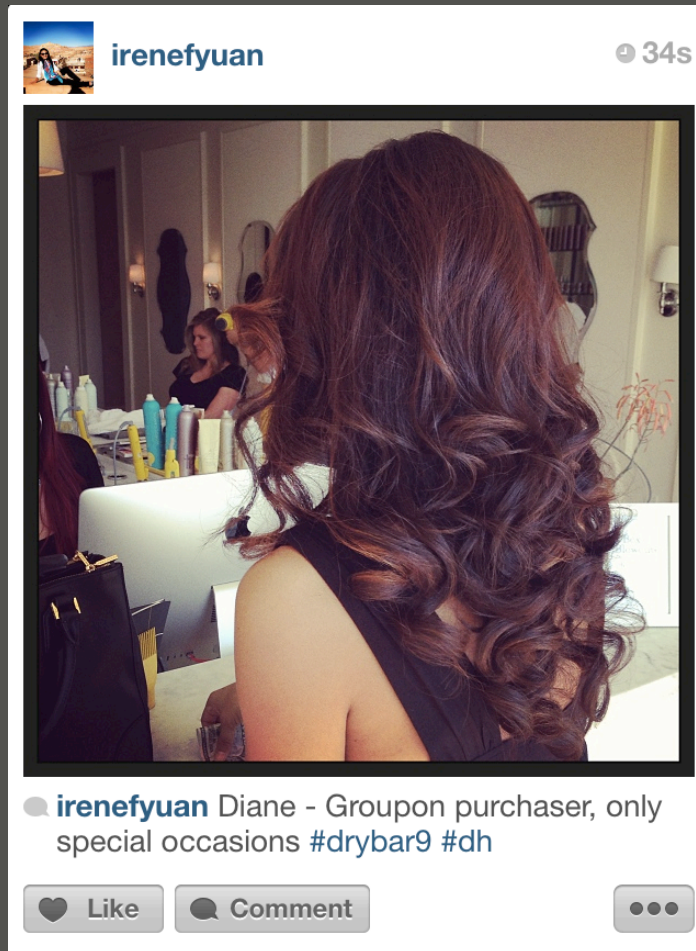
All ages (from 16-50+)

Deal-seeker

More broad



The Special Occasioner: Diane



Diane has come twice, and found a deal on Groupon. She is getting her hair done for a wedding.

She said she would only come to Drybar for a special occasion like a wedding.

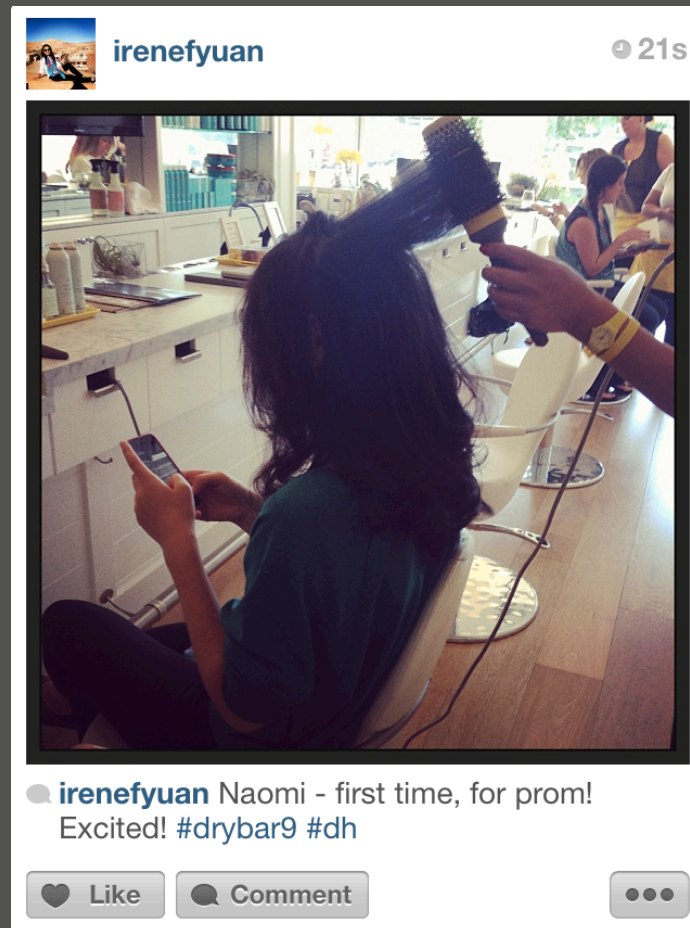


The Special Occasioner: Naomi

Naomi is getting her hair done for prom!

She finds the experience “boutique” and “special.”

She would only come to Drybar for an event like prom.





The Special Occasioner: Katie



irenefyuan

40s



irenefyuan Katie - only special occasions (engagement photos today!) #drybar9 #dh



Like



Comment



Katie is at Drybar for the first time, to get her hair done for her engagement photos.

She finds the experience “cute” and “classy.”



Me!

I am between a Regular and a Treater. I go to Drybar maybe twice a month, for special occasions (like the White Party) or sometimes when I feel sad and want to relax and feel better.